

MARKETING PLAN

www.Rondeboschrealestate.co.za

Presented by

LAURA GOSSAYN

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Thank You!

I DON'T JUST WANT YOUR LISTING,
I WANT YOUR SALE!

“Whether you're thinking of selling now—or never—let me ask you this:

What special set of circumstances would need to fall into place for you to even consider selling your property?”

And based on that... I'm curious:

If I had a buyer—ready, qualified, and looking for a home just like yours—who could meet those circumstances... would you want me to call you?

Because I have a database of serious, pre-approved buyers actively searching **right now**. If there's even a *chance* the stars align, let's have a quick chat.

Thank you for taking the time to review this plan.

I've sent you these materials ahead of our meeting so you can get a better sense of who I am, what Golden Key Real Estate offers, and how we can help you achieve your property goals.

Inside this portfolio, you'll find a curated overview of our approach—covering marketing strategies, credentials, experience, and the unique value we bring. While we'll go into more detail in person, this will give you a clear picture of how we work and the results you can expect.

At Golden Key Real Estate, we take this business seriously. We're passionate about helping our clients and committed to being your trusted real estate partner—not just for this transaction, but for life. While many agents feel overwhelmed by the pace of technology, we embrace it. We stay at the forefront of industry innovations, from AI-driven marketing to immersive digital tools, ensuring your property stands out in today's competitive market.

We don't treat real estate as a hobby—it's our full-time profession. We dedicate our energy and time to staying ahead of market trends, mastering negotiation, and understanding every shift in the local landscape. With a strong track record of successful transactions and



satisfied clients, we know what it takes to guide a deal smoothly from start to finish.

If you're looking for a hands-on, tech-savvy, and dependable professional who genuinely puts your needs first—you're in the right place. Selling your home is one of the most significant financial decisions you'll make. We're here to protect your interests, reduce your stress, and make the process as seamless and successful as possible.

Selling your home is one of the largest financial decisions that you will ever make. Please let me assure you that while selling your home, your personal and financial interests are my main objective. My goal is to make the sale of your home as seamless as possible.

I look forward to working with you.

*Broker/Owner – Golden Key Real Estate
Unlocking the door to your next chapter*

Laura Gossayn PAGE 3

Meet Your Area Expert

Founder & Principal | Golden Key Real Estate, Southern Suburbs, Cape Town

Master Property Practitioner | Interior Decorator | Digital Marketing & AI Specialist

Hi, I'm Laura — the heart behind Golden Key Real Estate.

With over two decades of experience in sales, marketing, and real estate, I created Golden Key - not to fit in—it was built to lead and to shatter the outdated real estate playbook. My company is built on creating personalized marketing plans, efficient service and driven by results—no fluff, no delays, no empty promises. No sugar-coating either. I deliver a high-performance real estate experience powered by innovation, integrity, and radical transparency. No time-wasting, just relentless execution, clear communication, and smarter tech. I don't just promise—I overdeliver. and cut through the overwhelm with smart strategies, fierce negotiation, and execution that drives results and gets deals done faster, with actions that speak louder than words. Based in Cape Town's Southern Suburbs, I proudly serve Home sellers, buyers, investors, and landlords across the city—specializing in The Upper Areas of the Southern Suburbs.

I wear many hats:

- 🔑 Estate Agent & Office Manager
- 🔑 Qualified Interior Decorator & Digital Stager
- 🔑 Marketing Strategist
- 🔑 Mentor to NQF5 Property Practitioners
- 🔑 Partner to Developers with 3D Digital Twins

GOLDEN KEY REAL ESTATE

**BROKER OWNER
OF
GOLDEN KEY REAL ESTATE
PRINCIPAL & MASTER
PROPERTY PRACTITIONER
(MPRE)**



Laura Gossayn

What sets me apart?

I blend old-school values like integrity, honesty and service with next-gen tools like Ai-powered marketing, digital twins, immersive 3D walkthroughs, and strategic social media campaigns. My goal isn't just to sell homes—it's to help clients unlock the next chapter of their lives, stress-free. I'm hands-on, deeply committed to unlocking the service you'll not find anywhere. My clients value my proactive communication, expert guidance, and ability to close deals others couldn't.

Whether you're a first-time buyer, seasoned investor, or need help managing a rental, I'm here to guide you with care, strategy, and a whole lot of heart.

Here's to unlocking your property goals—together.



**Laura Gossayn (MRE) Master Property
Practitioner**
and Broker Owner, Principal of Golden Key Real
Estate Services

Credentials:

Education:

- ✓ Beauty Technology (3 year diploma Technicon Witwatersrand)
- ✓ Interior décor and Design (2 year Dorothy Van't Riet)
- ✓ Life and Relationship Coach - RCI (2 year Relationship Coaching diploma Institute of the USA)
- ✓ Designation Examination (PDE4) (Full Status Property Practitioner qualification).
- ✓ Further Education and National Qualifications Framework in Real Estate (FET NQF Level 5) (Principal qualification)
- ✓ Professional Designation Examination for Principal Estate Agents (PDE 5 (MPRE) Master Property Practitioner Designation)
- ✓ Services SETA Qualified (Recognized by the Sector Education and Training Authority, ensuring high standards of professional education in real estate.)
- ✓ Certified Distressed Property Advisor (CDPA) Expert in managing and advising on distressed properties
- ✓ Certified Rental Specialist (CRS) Specialized in managing rental properties
- ✓ Certified Sales specialist in Free standing homes and sectional -Schemes
- ✓ Registered Information Officer for the Information Regulator their Information Officers as outlined in Section 55(2) of POPIA
- ✓ Appointed FICA Compliance Officer to ensure adherence to the Financial Intelligence Centre Act (FICA)
- ✓ Master in Marketing
- ✓ Master in Business
- ✓ Master in Ai
- ✓ Brian Tracy Global Mastermind
- ✓ Philip Kotler's Closed Marketing Group
- ✓ Lars Silberbauer's Marketing Masterclass
- ✓ Certified Ai, Metaverse and Digital Marketing Specialist
- ✓ Licensed Meta-Dology Agent for 3D Property walk throughs and Digital twins

Message to you from Laura Gossayn

I absolutely love what I do and take pride in delivering top-tier, personalized service with the highest level of integrity. My commitment to excellence has earned me a long list of satisfied clients. I stay ahead of market trends, providing valuable insights to educate both buyers and sellers on current market conditions. To back my confidence in the services I offer, I provide a 100% **satisfaction guarantee** and the **Right to Cancel** option for all my clients.(see Pg.11)

— Laura Gossayn

Team Members and Partners

As part of my commitment to providing a seamless, end-to-end real estate experience, I am proud to partner with trusted professionals who uphold the highest standards of integrity and service. I work closely with **Ulrik Gunston**, a well-respected attorney known for his meticulous handling of property transfers and legal matters, and **Elaine Brown from Multinet**, a top-tier bond originator with an exceptional reputation for securing competitive home loan approvals efficiently and effectively. These partnerships ensure that my clients receive expert guidance across every aspect of the transaction—from **bond origination and transfer of ownership to capital gains tax implications and legal compliance**. By collaborating with industry leaders, I'm able to offer my clients not just real estate expertise, but a full-service solution built on trust, experience, and results.

MEET MY PARTNERS

- **Specialist in** property, commercial and tax law
- Company set-up and tailor-made corporate governance frameworks
Advice on the structuring of transactions, corporate structuring and tax
Preparation and drafting of commercial agreements relating to a broad sphere of commercial activities, including, but not limited to:
Memoranda of Incorporation
Shareholders agreements
Sale of shares and subscription agreements
Mergers and acquisitions
legal and environmental due diligence investigations
transaction contracts and advice
Private equity and venture capital transactions
Competition Law advice and services
- Commercial Contracts (including “business as usual” terms and conditions)
Sales of business
Share incentive schemes
- Black economic empowerment transactions
Joint ventures



ULRIK STRANNDVIK
CEO at GSR Law

Loan agreements and funding agreements
Security agreements
Technology agreements
Registration of notarial and other bonds
Residential and commercial lease agreements
Partnership agreements
Licence agreements
Development agreements
Franchise agreements
Manufacturing agreements
Corporate governance, including the King Code of Governance for South Africa 2009 (“King III”)
Dispute resolution



Elaine Brown

Home Loans Specialist

MultiNET

Home Loans



082 851 2059

elaine@multinet.co.za

www.multinet.co.za

Elaine has over 28 years of experience in banking and finance industry. Her diverse experience has enriched her career with extensive knowledge in credit management and home financing structures, together with a very broad understanding of the home loan processes through the major banks of South Africa.

She is passionate about her role as a Home Loan Specialist and continuously acts with integrity in all her dealings with business partners and clients. Her core values of honesty and transparency have been the foundation on which she has built great success.

Elaine is part of the dynamic team at MultiNET Home Loans, and brings her passion, dedication, and commitment to successfully finding the best home loan with unbeatable interest rates.

I am committed to....

- Delivering excellent service & support.
- Achieving the best results and doing everything to make it happen.
- Finding your client the best home loan in the shortest possible time.



IMPROVE SUCCESS RATE

Applications to multiple lenders.



GAIN IN-DEPTH INSIGHTS

With accurate and continuous feedback.



DELIVER EXCELLENT CLIENT SERVICE

Best bonds in super quick time.



DATA INTEGRITY

Keep your business data protected & secure.

Experience the difference that MultiNET offers:

- ✓ Upfront credit checks on all purchasers (purchaser consent required).
- ✓ Excellent processing centre; highly experienced sales support personnel.
- ✓ Senior Managements commitment of support to the real estate industry.
- ✓ A state-of-the-art bond tracking system www.bondlist.co.za providing real time bond application status updates twice daily.
- ✓ Easy to use on-line calculators:
 - ▶ Bond Qualifying Calculator
 - ▶ Monthly Repayment calculator
 - ▶ Deposit Linked Calculator
 - ▶ Bond & Transfer Cost Calculator
 - ▶ Pre-qualifying certificate
 - ▶ Extra Payment Calculator

Performance Service Guarantee That Sets Us Apart

Take the risk and fear out of listing your home!



No Penalty



No Extra Fees



No Hassle

At Golden Key Real Estate, we believe that true service means **ALWAYS** putting our clients' **highest and best interests first**. Selling your home is one of the most significant financial decisions you'll make, and you deserve to work with a real estate professional who values your time, your trust, and your goals.

That's why we offer our **Performance Guarantee**—a promise of transparency, accountability, and results: (See on the next page)

If your property is not sold within the agreed mandate period, you have the **right to cancel the agreement with 14 business days' written notice**, provided there are valid reasons. No penalties. No pressure.

We don't believe in locking clients into rigid contracts. We believe in earning your confidence every step of the way. This guarantee is one more way we demonstrate our commitment to working **for you**—with honesty, professionalism, and a results-driven approach.

Whether your home was previously listed without success, or this is your first time selling, we're here to make the process smooth, strategic, and completely client-focused.



At Golden Key, we don't just promise results—we guarantee them. Because your success is our priority.





CERTIFICATE Of performance guarantee

This certificate serves as an agreement and assurance of my commitment to successfully sell the property within the stipulated time frame outlined in the mandate agreement.

- Property Address: _____
- Mandate Start Date: _____
- Mandate Expiry Date: _____

Agent's Commitment: I, Laura Gossayn, representing Golden Key Real Estate Services, commit to utilizing all professional resources, marketing strategies, and industry expertise to sell the above-mentioned property within the specified time frame as outlined in the mandate agreement.

Performance Assurance:

- If I am unable to successfully sell the property within the agreed period: The seller has the right to cancel the mandate agreement *with 14 business days' notice provided valid reasons for such cancellation are provided in writing*
- Alternatively, if the seller wishes to continue with my services beyond the mandate period, they will be entitled to subtract R1,000 off the final commission upon the successful sale of the property.

Seller's Options Upon Expiry of Mandate:

- *Option 1: Cancel the mandate without any penalty.*
- *Option 2: Continue with my services, accepting the reduced commission*
- Acknowledgment: Both parties acknowledge and agree to the terms stated above.
- This certificate stands as an assurance of my dedication and transparency as your chosen real estate agent, aiming to deliver results within the committed time frame.

LAURA GOSSAYN

Principal and Master Property Practitioner
Registered with the PPRA. Holder of a Business
Property Practitioner FFC. Operating a Trust Account

SELLER NAME



Getting Your Home Prepped and Ready to Hit the Market

Creating the marketing hype for your home –

Our job is to make sure that your home is ready and presented in a manner that stop buyers in their scroll. I specialize in preparing and presenting your property in a way that compels buyers to book a viewing—fast, for fear it will be snapped up by another buyer.

In a crowded market, **average just blends in**. Your home deserves more than that. With this strategy, your property is not just listed. It's **positioned, presented, and promoted** like a premium product—online, in print, and in the minds of buyers. I create an emotional connection *before* they even arrive for the viewing. And that's how you achieve stronger offers, a quicker sale, and a far smoother transfer process.

My pre-listing system ensures we know and take care of any issues that can become problematic during the transfer process. Being aware of any potential issue that could possibly affect your bottom line is essential so that there are no “surprises” down the road.

I work with a trusted network of local service providers, tradesmen, and subcontractors that we and our clients have used in the past—including painters, window cleaners, fumigators, handymen, landscapers, electricians etc.—so that you don't have to manage it all alone. Any work is entirely optional and quoted separately, but we're here to coordinate everything for you. They can do anything and everything for you to help this process be as seamless as possible.

I also offer an optional staging consultation and expert guidance on presentation to help your home present as its absolute best—leading to more buyer interest, stronger offers, and better terms. Whether it's a quick spruce-up or a more tailored approach, I'm here to walk you through every step, making your selling journey seamless, stress-free, and strategic. If your home is **unfurnished** or not styled in a way that showcases its full potential, I also offer **virtual staging**—a modern solution that digitally adds stylish furniture and décor to your listing photos. This allows buyers to see the true potential of each space and makes your property more visually compelling online. Whether it's a quick spruce-up or a more tailored approach, I'm here to walk you through every step, making your selling journey seamless, stress-free, and strategic.



"We go the **Extra Mile** to get the best price for your home!

Our services set us apart from other Realty companies."

Golden Key Real Estate Services
**COMPREHENSIVE MARKETING
PLAN**

Laura Gossayn

GOLDEN KEY REAL ESTATE'S

Comprehensive Marketing Plan

A Comprehensive Marketing Plan has Five different elements. In the following pages we will break them down and take a deeper dive into each aspect of the plan.



CLIENT CARE & COMMUNICATION

We'll be your partner as we work together to get you the best price in a timely fashion. While we market your home, we know you want to be informed and involved. We will outline our system for metrics and communicating our marketing performance.



HIGH-QUALITY MARKETING MATERIALS

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide top of the line digital and physical assets.



TAPPING INTO THE POWER OF SOCIAL MEDIA

Using our process, we get thousands of hits and shares per month. Your home will be exposed to a broad—yet targeted—audience.



ENGAGING THE REAL ESTATE COMMUNITY

Through our massive online and social media campaigns, we access thousands of buyers directly. But we also take pains to engage the real estate community.



TRADITIONAL MARKETING ON STEROIDS

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective.

MARKETING METRICS



1. Visibility & Reach Metrics

Shows how many people saw an ad or listing:

- **Impressions** – How many times the ad or listing was shown.
- **Reach** – Unique viewers who saw the content.
- **Property Views** (on Property24/PRLS) – How many people viewed the listing data.



2. Engagement Metrics

Shows how people are interacting with content:

- **Click-Through Rate** – % of people who clicked after seeing the ad (high CTR = compelling ad).
- **Social Media Engagement** – Likes, shares, comments, saves.
- **Video Views** (if using Reels or video tours) – Especially important on Instagram and Facebook.



3. Lead Generation Metrics

These show buyer/seller interest:

- **Leads Generated** – Number of contact forms filled. WhatsApp messages, or phone calls.
- **Cost Per Lead (CPL)** – How much you spent to get each lead.
- **Lead Source Breakdown** – Which platform delivered which leads (Facebook vs Google v PA)



4. Return on Investment (ROI) Metrics

Evaluate the cost-effectiveness of your advertising:

- **Ad Spend by Platform** – What you're paying for each platform.

Client Care and Communication

What You Can Expect when you list your home with Golden Key Real Estate. As your partner we will work together to get you the best offer in a short space of time.

I am confident I can earn your trust, and you can cancel anytime if you are not 100% satisfied with my work!

You're not just getting an agent—you're getting a full-service, hands-on partner who's invested in the outcome just as much as you are. As your partner I offer my expertise for you to list the smart way, to prevent costly mistakes.

Before your home even hits the market, I'll help make sure it's looking its absolute best. That doesn't mean spending a fortune—just knowing where to tweak, polish, or highlight the right features so it stands out to buyers.

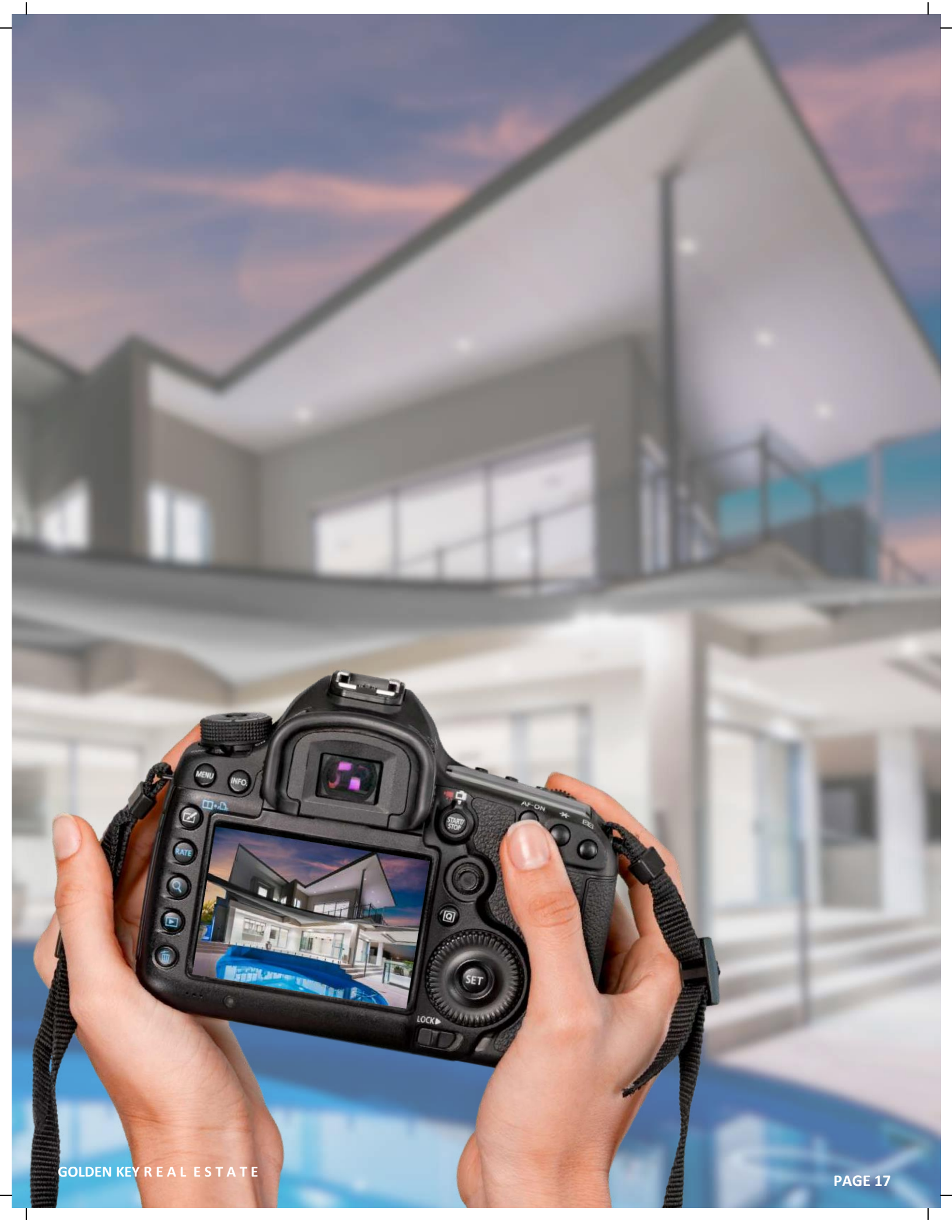
Here's what I include when I work with you:

- **FREE Virtual Walkthroughs & Floor Plans** – Buyer's love being able to view your home online as if they're walking through it in person. We capture it beautifully, inside and out.
- **Clear Pricing Strategy** – In-depth analysis and expert advice on pricing strategy for optimal results.
- **FREE Staging & Styling Advice** – I'll walk through your home with a fresh pair of eyes and give you practical, affordable suggestions. If your home's empty or not show-day ready, I can virtually stage it too—it's magic.
- **FREE Digital Marketing That Actually Works** –targeted digital marketing that puts your home in front of your target audience where they're already looking.
- **A Check List of recommended changes**– You'll get a checklist of recommended changes to your home to ensure optimal pricing.
- **Discussion about the marketing of your property-** to Identify your home's upgrades and features that you as the homeowner feel are important to highlight to buyers.
- **A list of Reliable Service Providers** – for any work required.

And While We're Marketing...

I know how stressful the waiting game can feel. Communication is of paramount importance in keeping you in the loop:

- After every viewing, I'll make sure you get feedback. What buyers liked, what held them back—so we can adjust quickly if needed.
- I'll check in with updates twice a week. You'll know exactly how the marketing is performing.
- I'll let you know of any market shifts—like interest rates or buyer trends—so you're never caught off guard.
- I'll send you easy-to-share marketing material to pop on your socials or send to friends (if you want to). A lot of homes get sold through someone who knows someone.



High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- A photographer who is a highly skilled, industry-leading professional who understands how to capture each home's unique style and character—ensuring the most flattering interior and exterior images of your property are captured.
- Professional videography to create a high definition 2 to 4 - minute virtual property tour with a description of your home.
- A high quality, full- color four- page brochure featuring your home.
- An individual property website includes:
 - ✓ Printable Brochures
 - ✓ Photo Gallery Virtual Tour
 - ✓ Property Map
 - ✓ Reports for out- of- town buyers showing nearby amenities, school scores and distance, community information, city demographics, and a “ contact me” button
- Appealing lawn sign with QR code and a customized texting feature directed buyers to your home' s website
- Search engine optimization (SEO) of all marketing materials for maximum online exposure
- All materials will be mobile compatible (91 % of buyers use cell phones in their home search)
- Online mortgage calculator to help buyers decide if they can afford to purchase your property



Tapping the Power of Social Media and the Internet

When it comes to which platforms buyers use, two names dominate the South African market: Property24 and Private Property. Property24's lead is reflected in web traffic numbers: as of 2024/25, it attracts roughly 15–16 million visits per month, versus about 4–5 million for Private Property report stated that over 90% of buyers find their new home online, buyers aren't just on formal property portals – they're also discovering homes via social media sites such as Facebook and Instagram– they're also discovering homes via social media advertising, whether through friends' posts, community groups, or paid advertisements. Around 10 million of South Africa's, 26 million Facebook users saw targeted property ads in their news feeds for homes matching their needs. Instagram is also increasingly used, especially to showcase high-quality images and video tours of properties. Agents often use Instagram to build lifestyle-oriented marketing around their listings— it's clear that visually rich platforms like Instagram and YouTube are now part of the real estate marketing toolkit. and about 80% are using their mobile devices to search. Many agents do not understand how to use these platforms effectively. Using our process, we get thousands of hits and shares per month, and your home will be exposed to a broad—yet targeted—audience by:

- Pre-market information to potential buyers currently searching with Coming Soon campaign
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization (SEO)
- Boost Target Market paid advertisement on social media featuring the property tour video which generates tens of thousands of views, comments, likes, and shares
- Creating cookies on the backend of the marketing to capture the target audience
- Online syndication that includes Property24, www.goldenkeyrealestate.co.za, Gumtree, Facebook, Instagram, YouTube, ImmoAfrica, TPN , with weekly updates to keep your home in top spots.
- Paid listing enhancements to keep your property in prime position on these sites
- Weekly Facebook Ad campaign exclusively to people who are categorized with an “Interested in Moving” residential profile per Facebook analytics
- Instagram posts about your home to reach the Millennial and Gen Y – who make up a **large portion of active homebuyers**- market Contests and giveaways on social media promoting your home's virtual tour.
- Virtual tour and photos on www.Goldenkeyrealestate.co.za with a description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers to determine who is the most likely buyer willing to pay the highest price both locally and out of the area.

Engaging the Real Estate Community

Through our massive online and social media campaigns, we access thousands of buyers directly. But we also take pains to engage the real estate community.

- *Agent-to-Agent Marketing*

We cooperate with **active estate agents** across **The surrounding suburbs**, ensuring your listing is shared with their buyers too. We believe in working together to get your home sold.

- *Broadcasting Your Listing to Our Network with Custom QR Code Flyers & Signage*

E-flyers sent to local and out of area agents with QR Code feature that brings them directly to your home's website. We use **QR codes** on your printed materials and signboards—so anyone passing by can scan and view your property on their phone instantly.

- *Direct Promotion to Top Agents*

We promote your listing to **top-performing agents** in relevant neighbourhoods—particularly those who are active in your price point and buyer demographic.

- *Feedback Collection & Reporting*

We follow up with every agent who views or shows your home to their buyers—and share that feedback with you so we can adjust if needed.

- *Matching Buyers With Properties*

We maintain a database of **pre-qualified buyers** and run **reverse matches** based on what they're looking for—connecting them directly to your property if it fits their needs.



Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective. In our campaign, we:

- Send direct mail and email flyers about your home to our database of clients
- Contact Golden Key Real Estate leads, centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers
- Mass mail an A4 colored glossy "Coming Soon" flyer to people in your specific neighbourhood
- Hand deliver high quality, 4-page coloured brochures to your immediate neighbours with a "Choose Your Neighbour" letter attached and text feature
- 4-page coloured brochures featuring your home's highlights



Traditional Marketing on Steroids

JUST Listed BY

12 SALISBURY GARDENS, 1 SALISBURY ROAD



UNLOCKING DREAM HOMES

LET US DO THE SAME FOR YOU

- 1.5 Bath Room
- 2 Bedrooms
- Living Room
- Dining Room
- Kitchen
- Garden



Call Laura Gossayn : +27 82

GOLDEN KEY REAL ESTATE SERVICES

R2,299,000

GEZICHT, 264 MAIN ROAD, NORTH UPPER

PROPERTY STATISTICS:

Property Size	81 m²
Web Ref	115032338
Levy	R 3583
Rates	R 944

30-DAY PLAN TO PREPARE YOUR HOME TO SELL STARTS HERE



SCAN FOR A LOCAL MARKET UPDATE AND SELLER TIPS

082-8242487
 Laura@goldenkeyrealestate.co.za
 www.Rondeboschrealestate.co.za

Free Staging Included

with our services

Seventy-seven percent of buyers' agents said that staging a home makes it easier for buyers to visualize the property as their future home, and 40 percent are more willing to walk through a staged home they first saw online.

Laura Gossayn

THE SELLER'S EDGE

Current Trends, Insights & What to Expect in Winter 2025

SCAN FOR A LOCAL MARKET UPDATE AND SELLER TIPS



Behind the Scenes

While all this activity is happening, we're also working behind the scenes to make sure your home gets the most exposure, so it sells at the best price in a timely manner. We also gather all information necessary to ensure a smooth transaction.

To that end, I:

Set a Strategic Asking Price

I price your home correctly from the start—based on current market data—to attract the right buyers and maximize viewings

Research Property Information

- Check land use, zoning, servitudes, and deed restrictions
- Apply for the Title Deed if it's not in your possession
- Obtain building plans from the council if needed
- Collect rates clearance info, tax records, and ensure FICA compliance

Create and Launch Your Marketing Campaign

- Launch high-impact ads across Property24, Private Property, social media, and my database
- Track campaign performance and refine it weekly to keep the momentum strong
- Make changes if any part of the campaign underperforms (e.g., ad images, text, targeting)

Respond Quickly to Buyer Enquiries

I immediately respond to buyer leads via personalized video messages sent via WhatsApp, SMS, and email

Weekly Marketing Review

I monitor campaign results and conduct weekly reviews to track progress, address questions, and adjust our strategy if needed.

Reassess Pricing if Needed

If online interest doesn't convert into showings, I reassess the pricing and give you honest feedback about adjustments.

DURING ACTIVE LISTING

Engage with Buyers and Answer Questions

I'm always available to answer potential buyer questions and ensure they get the info they need to move forward.

Continued.....

- **Verify Buyer's Financial Standing (Once Offer Is In)**

I confirm with my bond originator that the buyer is financially qualified—this includes verifying income, credit score, and affordability.

- **Ensure Legal & Disclosure Compliance**

- Ensure the buyer receives and signs the Mandatory Property Disclosure Document
- Coordinate any necessary inspections (home, electrical, plumbing, beetle, gas, etc.) through trusted compliance companies.

AFTER OFFER IS ACCEPTED (SOLD SUBJECT TO CONDITIONS)

Stay in Weekly Communication With You

I send weekly updates on the status of the deal so you're never left wondering.

Coordinate With Conveyancer and Bond Originator

- Ongoing contact to track bond approval, document signing, and registration process
- Accurate updates on bond progress are shared with you regularly

Manage the Final Steps

- Remind you of attorney appointments
- Arrange for the bank's valuer to assess the home (if the buyer is getting a loan)
- Arrange a final walkthrough for the buyer before transfer

Ensure Compliance Certificates Are Ordered and Delivered

I arrange the necessary certificates (electrical, plumbing, gas, etc.) and ensure they're completed on time

Guide to Transfer & Registration

I stay involved until the property is officially transferred, ensuring all admin is done, documents are signed, and any last-minute issues are resolved.

In Summary: I don't leave anything to chance. I guide the process from start to finish—marketing, legal compliance, negotiation, communication, and closing—so you can relax, knowing everything is being handled professionally.



The Key Steps to Selling Your Home

Innovative Marketing Plan

- Determine & Initiate pricing strategy
Evaluate property demographics to help determine pricing
- Discuss our detailed marketing plan with seller
- Create all marketing & get approval from seller
- Place yard signs and marketing on property, with the sellers permission.
- Monitor and Evaluate results of marketing activities twice a week
- Revise marketing plan and pricing strategy as necessary
- All Vendors as and if Needed - Window/Home Cleaner, Painter, Handyman, Home Inspections, Gardener, Appraisers & Much More...



The Selling Process

- Evaluate and determine your needs and priorities, moving dates etc.
- Confirm that all decision makers agree and are on the title deed.
- Let me know how often and how you would like me to conduct feedback, through calls, WhatsApp or email.
- Discuss home improvements and recommendations (repairs, home staging, etc..) Detailed discussions of “What to Expect” and timelines of events happening with your home
- Discuss suitable viewing dates and times, working around your and your family schedule.
- We ask for feedback after every showing from buyers and relay that information to you.

RECEIVING OFFERS ON YOUR HOME

- Review, compare and contrast the terms of all offers received Explain pros & cons of all offers
- Follow up with bond originators to verify that the buyer is financially qualified, including confirmation of pre-approval status, affordability, and ability to proceed.
- Confirm that the buyer's bond has been fully approved—after thorough vetting—and that their chosen loan type is suitable for the specific property being purchased, based on the bank's lending criteria.
- Ensure that the transfer and occupation date is realistic and aligns with the seller's personal and financial timelines. This includes:
 - ❖ Giving the seller enough time to find a new place to move to
 - ❖ Making sure occupational rent (if applicable) is agreed upon
 - ❖ Avoiding rushed transfer dates that cause unnecessary pressure
 - ❖ Invite all interested buyers to submit their “Highest and Best” offer by a set deadline, so the seller can consider the most favourable terms.
 - ❖ Ensure the buyer has provided valid proof of funds to cover their deposit and all associated transfer and bond registration costs.
 - ❖ Verify funds to pay the difference in appraised value if needed

CONTRACT ACCEPTED

- Send the Offer to the Transferring Attorney to begin the legal transfer process.
- Verify Buyer Deposit & Trust Account Payment-Confirm that the buyer's deposit has been paid into the conveyancer's trust account and that all financial obligations are being met.
- Attorney Requests Title Deed & Clearance Figures- The transferring attorney orders the title deed, rates clearance figures, and bond cancellation (if applicable).
- Review Any Buyer-Requested Repairs-If the buyer has requested specific repairs or inspections, I ensure they're documented, scheduled, and completed on time (if agreed to by the seller).
- Confirm Fulfilment of Suspensive Conditions-Track all conditions (bond approval, sale of another property, etc.) and inform the seller when they're fulfilled and confirmed in writing.
- Provide Regular Progress Updates-I send the seller clear updates every 7–10 days on the progress of the transaction, including attorney updates, timelines, and key next steps.
- Review All Milestones Weekly-Hold weekly reviews with the attorney and/or bond originator (when needed) to ensure everything is progressing on track.
- Ensure Bond Documents Are Signed Early-Confirm with bond originator and attorneys that bond and transfer documents are signed at least 10 days before anticipated registration.
- Schedule Final Walkthrough (If Required)-Arrange for the buyer to do a final inspection before registration and occupation (if agreed to in the OTP).
- Confirm Bond Has Been Granted & Is in Progress-Notify all parties once the buyer's bond is officially granted and lodged with the Deeds Office.
- Notify All Parties of Lodgement & Registration-Send out official notification once the property is lodged and again when it registers—this is when the transfer is complete.
- Mark Property as Sold
Update marketing channels, remove online listings, and mark the property as SOLD.
- Close Out the File
Deliver final copies of transfer documents to the seller and complete the file for auditing purposes.



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